

# Get your *personal* travel guide

Download, print and share your guide for free

Where do you want to go?

GO

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## Featured Rome Guides

Create your Rome Guide >

Rome GUIDE



A Romantic Weekend in

Rome GUIDE



The History of Rome in 10

Rome GUIDE



10 Rome Tours You Don't

Rome GUIDE



Rome Off the Beaten



## Stay.com Public Beta

**A User-Centric Online Travel Development**

# Stay.com

## A Short Preview of Elements

### Slide descriptions

- 3 Landing page and brief intro to basic guide building elements
- 4 Featured (or recommended/voted user guides (Stays)
- 5 Maps in your pocket. Printed PDF Guides (part one)
- 6 Guides in your pocket. Individualized relevance (part two)
- 7 Stay goes deep. The drilldown to advanced user guides.
- 8 Linked elements. Guides and Stays built, shared, binding a travel story
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- 14 Basic Facebook sharing.



# Personalized Travel Guides in Your Pocket

## And In Your Friends' Too



### The Landing – The Beginning of a Stay

Stay.com's landing page is designed to be impactful, and aesthetically beautiful, while providing users with the most easily understood and navigable controls possible.



Intuition is a big part of Stay's developmental process. From search to navigational aides, Stay will be simple as well as a deep reservoir of information.

# Featured User Stays

## User Built and Suggested Guides

Beyond a review, more deep than simple text or lone images, users on Stay build and share guides to the places and times of their lives – their travels.

Stay is interactive and social, on site, as well as on Twitter and Facebook. The Stay community can also discuss on Stay their plans and experiences.

The screenshot shows the Stay.com website interface. At the top, there's a navigation bar with the Stay.com logo, a 'Create Travel Guide' button, a 'Book Hotels' button, and links for 'Create Account' and 'Sign In'. Below the navigation, there's a section for 'Explore Rome' and 'Create your Rome Guide'. A prominent blue box contains a message from Mihaela Lica: 'Mihaela Lica uses Stay.com - so can you!' with sub-points: 'Discover the best restaurants, hotels and attractions' and 'Create your personal travel guide and Share it with friends and family'. It also says 'It's free and fun!'. Below this, there's a featured guide titled 'A Romantic Weekend in Ancient Rome' by Mihaela Lica, dated May 26, 2010. The guide description starts with 'Rome is synonymous with romance, there's no way around it. Every street, every building, every restaurant has a mysterious quality that makes the city even more romantic than Paris, in my view. Even places rich in history still offer the scene for a romantic stroll. And when it comes to romantic food... first comes Italian, then everything else.' There are social sharing options (Like, Facebook) and a 'Download guide' button. To the right, there are links to 'Share on Facebook', 'Share on Twitter', 'Send to friends', and 'Copy link'. Below the guide, there are tabs for 'Items', 'Map', and 'Preview Guide', with a button to 'Add all items to your Guide'. Three items are listed: 'HOTEL Hotel Augustea' (with a photo of a hotel room), 'ATTRACTION The Trevi Fountain' (with a photo of the fountain), and 'ATTRACTION Rome Limousine by John' (with a photo of a limousine). To the right of these items, there's a 'Suggested Hotels' section featuring 'Aleph A Boscolo Luxury Hotel' with a photo of the hotel building, a 'View on Map' button, and a price of '\$388.09 avg per night' with a 'Check rates' button.

# Maps In Your Pocket

(Soon Stay links to your iPhone)

stay.com

A Romantic Weekend in Ancient Rome | Rome

- 1 The Trevi Fountain  
Piazza di Trevi
- 2 Rome Limousine by John  
Via Cavour, 144
- 3 La Bottega del Cioccolato  
Via Leonina 82
- 4 L'Ofattorio - Bar à Perlums  
Via Ripetta 34
- 5 Isola Tiberina (Tiberina Island)  
Isola Tiberina
- 6 Roseto Comunale (Municipal Rose Garden)  
Via di Valle Murcia, 67
- 7 Villa Borghese Gardens  
Villa Borghese Gardens
- 8 Il Pagnaccio  
Via dei Santi Vecchi 129
- 9 Bar della Pace  
Via della Pace 3-7
- A Acanto Day Spa  
Piazza Rondanini 30
- B Campo de' Fiori  
Campo de' Fiori
- C Roman Forum  
Piazza del Colosseo



## Where Are We?

Stay.com provides users with downloadable PDF travel guides and maps of their itineraries.

Upcoming versions will be fully mobile. The Imagine utilizing Stay.com as an instantaneous, on the spot resource, a real time booking engine for attractions. An Uplink to a vast network!



# Landmarks, History, Your Fiends, in Your Pocket

## Individualization and Relevance


What could be more personal, more relevant, than a guide – on or offline – tailored to your Stay?

The image at right shows this persons itinerary visually and textually. Combined with the map (and notes), he or she has in hand (later on their mobile) everything they need to promote their Stay.

Multiply this by the collective refinement.

stay.com  
A Romantic Weekend in Ancient Rome | Rome


**The Trevi Fountain**  
Rome's fabulously romantic Trevi Fountain  
Piazza di Trevi 00187  
Commissioned in 1732 by Pope Clement XII and designed by Nicolò Salvi, the magnificent Trevi Fountain seems to occupy almost the whole of the little square it's crammed into.



The Trevi Fountain

**Rome Limousine by John**  
Tours and transfers since 1998  
Via Cavour, 144  
E-Mail: johnjamesfore@yahoo.com  
Website: www.romelimousinebyjohn.com  
Phone: +39 338 4289388  
Credit cards: Yes  
Opening Hours: Hours vary depending on selected services.  
Rome Limousine by John is based in Rome, Italy. All Drivers operate modern Mercedes sedans and luxury vans and provide quality service to all Americans, Canadians, English and Australian Tourists. This company offers tours, shore excursions, and transfers for private groups traveling in the area.


**La Bottega del Cioccolato**  
Sinfully delectable chocolates created on site  
Via Leonina 82  
E-Mail: info@labottegadelcioccolato.it  
Website: www.labottegadelcioccolato.it  
Phone: 39 06 48 21 473  
If you are looking for the best in Roman homemade chocolates, you may be able to stop your search at La Bottega del Cioccolato. Inside you will feel luxury in their dark red walls and old-fashioned glass cabinets, displaying their irresistible concoctions in a manner in which they deserve.



La Bottega del Cioccolato


**L'Ofattorio - Bar à Parfums**  
Follow your nose to L'Ofattorio  
Via Ripetta 34 00187  
Website: www.ofattorio.it  
Phone: 06 361 2325  
Opening Hours: 11am-7.30pm Tue-Sat

**Roseto Comunale (Municipal Rose Garden)**  
An extraordinary rose garden honoring Jewish Roman history  
Via di Valle Murcia, 6/7  
Phone: 011-39-06-574-6810  
Opening Hours: May-June: Daily 8am-6:30pm. Daytime opening may be extended for summer evening events.  
Located on the Aventino, Roseto Comunale served as a Jewish cemetery for hundreds of years until being presented to the city in the 1900s. Its layout pays a tribute to the Roseto's history with paths making up traditional Jewish symbols, such as the candelabra, all surrounded by lovely roses.




Roseto Comunale (Municipal Rose Garden)

**Isola Tiberina (Tiberina Island)**  
Home to ancient Roman ruins and the summer Cinema Festival  
Isola Tiberina 00196  
E-Mail: info@isolatiberina.it  
Website: www.isolatiberina.it  
Phone: +39 06 488 991  
Opening Hours: 24 hours a day, 7 days a week  
The Isola Tiberina, or Tiberina Island, is a boat-shaped island which sits in the River Tiber. It is linked to the edges of each side of the river with the Fabricio and Cestio bridges. The island was once the home of the Temple of Aesculapius, and some evidence of an ancient city is still here.



Isola Tiberina (Tiberina Island)

**L'Ofattorio - Bar à Parfums**  
L'Ofattorio - Bar à Parfums  
one of their experts will take you into their care and help you select an individual perfume that's ideally suited to you.



L'Ofattorio - Bar à Parfums

# Stay Goes Deep

Stay.com » Rome » Bars & Pubs

Phil Butler's Settings Your Guides (16) Sign Out

Highlights Hotels Restaurants **Bars & Nightlife** Things to do Guides

Bars & Pubs Nightclubs

## Rome Bars & Pubs

Drink in Rome's magical atmosphere

Local bars are a hub of Rome's social scene, from the all-important morning coffee, to the early evening aperitivo and the night-time glass of wine with a stage-side view of a bustling piazza. Many bars in the centro storico cater for visitors, with an ambience and prices to match, but there are still a few authentic gems. Clubs don't normally start until at least 10.30pm and go on till 4am, even during the week.

View as: **Grid** List Map

Sort by: **Most Popular** Name

Refine Search [Clear filters](#)

Show me Bars & Pubs near  
Select location:

Category

- All (22)
- Cafes & bars (18)
- Cocktail bars (13)
- Beer (13)
- Gastro bars (12)
- Wine bars (10)
- Music bars (6)
- Piano bars (4)
- Jazz & blues (3)
- Outdoors bars (2)

<b>BAR/PUB</b> <b>Al Vino al Vino</b> More than a traditional osteria <a href="#">View on Map</a> <a href="#">+Add to Guide</a>	<b>BAR/PUB</b> <b>Antico Caffè Greco</b> Historic cafe, still keeps its original charm <a href="#">View on Map</a> <a href="#">+Add to Guide</a>	<b>BAR/PUB</b> <b>Artù Café</b> A laid-back Trastevere hangout <a href="#">View on Map</a> <a href="#">+Add to Guide</a>
<b>BAR/PUB</b> <b>Bar della Pace</b> Eternally à la mode <a href="#">View on Map</a> <a href="#">+Add to Guide</a>	<b>BAR/PUB</b> <b>Caffè Canova Tadolini</b> Cocktails and culture <a href="#">View on Map</a> <a href="#">+Add to Guide</a>	<b>BAR/PUB</b> <b>Cuccagna Pub</b> Offering Student Night every Tuesday <a href="#">View on Map</a> <a href="#">+Add to Guide</a>

Your Guide Rome

Images List

ATTRACTION   
[Bella Roma Tours](#)

ATTRACTION   
[EcoCityTours](#)

ATTRACTION   
[Eden Walks](#)

ATTRACTION   
[Dark Rome Tours & Walks](#)

[View Guide](#)

Stay.com, even at the launch of The public Beta, is the most in Depth online travel guide (for its size) in the world.

Ultra simplified filtering of bars and pubs for example, let's users pick and add the top rated bars in any city to their Stays. Not just by user reviews, but graphical and in depth ones. Stay takes opinions much farther than fuzzy text. And, there is much more to come.



# Every Element Inextricably Linked Your Stay

If you ever hungered for a tool that could refine your travel experience, Stay.com Beta is a huge step in the right direction.

You can add the Rome restaurant at right to your Stay, make notes about it, review it, put it and other venues in your coat pocket, and later not only tell your friends and the community about it, but **SHOW** them. Soon via your own images, voice, and video.



## An interesting up and coming tourist spot

Want something a little different in style from the more traditional restaurants in Rome? *Apuleius* offers an interesting menu that is full of the usual Italian favorites, but the locale is definitely fun.

Frescos adorn the walls and the three brothers who own Apuleius are entertaining and eager to speak with new diners. While the majority of people who eat here seem to be locals, this little spot is starting to get noticed by the tourists, as well.

**Apuleius**  
Via del Tempio di Diana 15 Rome  
Phone: 00-39-06-57289229  
Open Hours: 8pm-11pm Closed Sunday  
Price: €40-100

[+Add to Guide](#)

## Related Restaurants



RESTAURANT  
**Alberto Ciarla**  
Probably Rome's best fish restaurant

[View on Map](#) [+Add to Guide](#)



RESTAURANT  
**Antico Arco**  
Gourmet dining in a minimalist interior

[View on Map](#) [+Add to Guide](#)



RESTAURANT  
**Al Ristoro degli Angeli**  
Bold, contemporary cuisine in Trastevere

[View on Map](#) [+Add to Guide](#)



RESTAURANT  
**Al Ristoro degli Angeli**  
Italian gourmet with an old-style French bistro vibe

[View on Map](#) [+Add to Guide](#)

Your Guide  
**Rome**  
Images | List

ATTRACTION  
[Bella Rome Tours](#)

ATTRACTION  
[EcoCityTours](#)

ATTRACTION  
[Eden Walks](#)

ATTRACTION  
[Dark Rome Tours & Walks](#)

[View Guide](#)

## Below the Fold

In the screen below you see what's below the fold beneath the previous restaurant. Note the locations and distances, but especially "your guide," which floats along with you as you scroll. Just find a nearby attraction and click add.

### Related Restaurants



RESTAURANT  
**Alberto Ciarla**

Probably Rome's best fish restaurant

[View on Map](#)

[+Add to Guide](#)



RESTAURANT  
**Antico Arco**

Gourmet dining in a minimalist interior

[View on Map](#)

[+Add to Guide](#)



RESTAURANT  
**Glass Hostaria**

Bold, contemporary cuisine in Trastevere

[View on Map](#)

[+Add to Guide](#)



RESTAURANT  
**Al Ristoro degli Angeli**

Italian gourmet with an old-style French bistro vibe

[View on Map](#)

[+Add to Guide](#)

### Nearby Restaurants



RESTAURANT  
**Da Remo**

The best place in town for authentic pizza romana  
0.68 km from Apuleius

[View on Map](#)

[+Add to Guide](#)



RESTAURANT  
**Da Felice**

Formerly basic trattoria in the heart of trendy Testaccio  
0.68 km from Apuleius

[View on Map](#)

[+Add to Guide](#)



RESTAURANT  
**San Teodoro**

Seafood restaurant in the prettiest of the residential squares  
0.89 km from Apuleius

[View on Map](#)

[+Add to Guide](#)



RESTAURANT  
**Alle Fratte di Trastevere**

A warm-hearted family trattoria  
1.09 km from Apuleius

[View on Map](#)

[+Add to Guide](#)

#### Your Guide

Rome

▼ Images ▸ List

▲

ATTRACTION

[Bella Roma Tours](#)

ATTRACTION

[EcoCityTours](#)

ATTRACTION

[Eden Walks](#)

ATTRACTION

▼

[View Guide](#)

# Reviewing and Adding Stay Objects

The view below shows a nice Shanghai Hotel. You can see the interactive map, and my user Stay guide panel to the right. Nice place, I think I will check it out on the map.

## Pudong Shangri-La Shanghai

+Add to Guide ★★★★★

33 Fu Cheng Road, Shanghai 200120, China ([show map](#))

Like Be the first of your friends to like this.

Overview Photos Map Guest Reviews



4.5 (534 guest reviews)

### Location.

Situated on a river, in the Pudong (District) neighborhood of Shanghai, this luxury hotel is close to Shanghai International Convention Centre and Pudong Riverside Promenade and Park. Also nearby are Oriental Pearl Tower and The Bund.

### Features.

Pudong Shangri-La Shanghai has a health club, an indoor pool, a spa tub, a sauna, and a fitness facility. This 5.0-star Shanghai property features massage and treatment rooms, a hair salon, and beauty services. Business amenities at this 5.0-star property include a business center, wireless Internet access, meeting rooms for small groups, and business services. Pudong Shangri-La Shanghai has a restaurant, a bar/lounge, and a coffee shop/café. 24-hour room service is available. Event facilities consist of a ballroom, exhibit space, conference rooms, and banquet facilities. The staff can arrange event catering, dry cleaning/laundry services, currency exchange, and computer rentals. Additional amenities include a concierge desk, laundry facilities, and multilingual staff.

### Guestrooms.

Pudong Shangri-La Shanghai has 981 guestrooms. Televisions are equipped with satellite television channels. Guestrooms provide complimentary newspapers, in-room

### Pudong Shangri-La Shanghai

33 Fu Cheng Road  
Shanghai 200120  
China

Phone: 21-6882-8888

+Add to Guide

### Your Guide Shanghai

Images List

View Guide



## Interactive Map View

In this view (the drill down) you can see your hotel's location, check for availability, and add it to your stay if so desired. Many other interactive map aspects are on Stay.com 2.0, and many more are being added each week. But, this basic hotel review shows the straightforward interface.

**Pudong Shangri-La Shanghai** [+Add to Guide](#) ★★★★★

33 Fu Cheng Road, Shanghai 200120, China ([show map](#))

Like Be the first of your friends to like this.

Overview Photos Map Guest Reviews

Map Satellite Hybrid Terrain

4.5 (534 guest reviews)

**HOTEL ★★★★★**  
**Pudong Shangri-La Shanghai**  
33 Fu Cheng Road

[+Add to Guide](#)  
[Check Availability](#)

Your Guide  
Shanghai  
Images List

View Guide




# Your Stay Building

As you can see in this next view, I have added other attractions to my this guide on Stay, as well as having adding this hotel to the top of my guide list via the “add to stay” button.

The screenshot displays a travel website interface. At the top, there are navigation tabs: Highlights, Hotels, Restaurants, Bars & Nightlife, Things to do, and Guides. The main heading is "Pudong Shangri-La Shanghai" with a 5-star rating and "Added to Guide" status. Below the heading, the address "33 Fu Cheng Road, Shanghai 200120, China" is shown, along with a "Like" button and a social media prompt. A map view is active, showing the hotel's location in Pudong, Shanghai, with a pop-up window for the hotel listing. The pop-up includes a photo of the hotel, the name "HOTEL 5★ Pudong Shangri-La Shanghai", the address "33 Fu Cheng Road", and a "Check Availability" button. To the right, a "Your Guide" sidebar lists various categories: HOTEL (with a sub-link for Pudong Shangri-La Shanghai), BAR/PUB (with a sub-link for O'Malley's), ATTRACTION (with a sub-link for Huaihai Road), MUSEUM (with a sub-link for Shanghai Museum), and RESTAURANT. A "View Guide" button is at the bottom of the sidebar.

# Preview Your Guide

Clicking “preview your guide” brings up the user created guide. You will not I have not booked my hotel yet, only chose it. The intuitive interface waits for your decision (it asks you to if you want to check for those rates – this takes you to the booking engine.

 **My Stay in Shanghai** [edit](#)  
by You on May 27, 2010

Click to edit [edit](#)


[Like](#) Be the first of your friends to like this.


[Download guide](#) [Show preview](#)


[Share on Facebook](#)  
[Share on Twitter](#)  
[Send to friends](#)  
[Copy link](#)


**Suggested Hotels**


**Items** | **Map** | **Preview Guide**


  
**HOTEL**  
**Pudong Shangri-La Shanghai**  
Situated on a river, in the Pudong (District) neighborhood of Shanghai, this luxury hotel is close to Shanghai International Convention...  
[View on Map](#)  
[Check rates](#)


  
**BAR/PUB**  
**O'Malley's**  
A taste of Ireland!  
[View on Map](#)


  
**ATTRACTION**  
**Huaihai Road**  
One of the city's go to retail and shopping corridors  
[View on Map](#)

  
**MUSEUM**  
**Shanghai Museum**  
Treasure hunt  
[View on Map](#)

  
**RESTAURANT**  
**Bi Feng Tang**  
A quick and convenient place to grab a meal!  
[View on Map](#)

  
**ATTRACTION**  
**Nanjing Dong Lu Pedestrian Street**  
A world-class shopping experience  
[View on Map](#)

  
**Salvo Hotel Shanghai**  
This city-center hotel is located in Shanghai, close to Peace Hotel...  
[read more](#)  
[View on Map](#) [+Add to Guide](#)  
\$147.10  
avg per night [Check rates](#)

  
**Shanghai Pudong Airport DLD Business Hotel**  
This Shanghai hotel is conveniently situated near the airport. [read more](#)  
[View on Map](#) [+Add to Guide](#)  
\$45.88  
avg per night [Check rates](#)

# Sharing

The rest is fairly obvious. We have come full circle, except for all the other attractions and searching options. These simple steps allow Stay.com users to fairly quickly learn about, choose, document and share their travel plans, ideas, stopovers, changes, and everything that transpires (with images and video soon) while they travel.

The screenshot shows a travel guide titled "My Stay in Shanghai" by You on May 27, 2010. The guide is described as "A practical free guide to put in your pocket" and includes a "Download guide" button and a "Show preview" link. A "Share on Facebook" button is highlighted, which has triggered a Facebook sharing dialog box. The dialog box is titled "Post to Profile" and shows a preview of the shared content: a link to "stage.stay.com" with the URL "http://stage.stay.com/user/guest/guides/...". The dialog also includes a "Send as a Message instead" option and "Share" and "Cancel" buttons. The background page features several travel recommendations:

- HOTEL Pudong Shangri-La Shanghai**: Situated on a river, in the Pudong (District) neighborhood of Shanghai, this luxury hotel is close to Shanghai International Convention...
- MUSEUM Shanghai Museum**: Treasure hunt
- RESTAURANT Bi Feng Tang**: A quick and convenient place to grab a meal!
- ATTRACTION Nanjing Dong Lu Pedestrian Street**: A world-class shopping experience
- Shanghai Pudong Airport Business Hotel**: Shanghai hotel is conveniently situated near the airport. \$45.88 per night
- Salvo Hotel Shanghai**: This city-center hotel is located in Shanghai, close to Peace Hotel... \$147.10 avg per night

## Upcoming Stay Features

### Geo-Location Engagement

*Where you are, is where it's at*



### Widgets and Networking

*Post Your Stay's Everywhere*

Stay.com is already designing and refining tools which will allow users far more outreach and networking ability.

Bloggging your personal and collective travel experiences, commenting on them, discussing them, showing them to the world will soon be available for Wordpress, as well as social networks.